

Super Bowl Ad Rates

Following is a table containing the cost for running a 30-second commercial during the Super Bowl for each year that the Super Bowl has taken place (data according to the News Gazette):

year	cost in thousands of dollars
1967	42
1968	54
1969	55
1970	78
1971	72
1972	86
1973	88
1974	103
1975	107
1976	110
1977	125
1978	162
1979	185
1980	222
1981	275
1982	324
1983	400
1984	368
1985	525
1986	550
1987	600
1988	645
1989	675
1990	700
1991	800
1992	850
1993	850
1994	900
1995	1,150
1996	1,085
1997	1,200
1998	1,300
1999	1,600
2000	2,200
2001	2,100
2002	1,900
2003	2,100
2004	2,300
2005	2,400
2006	2,500
2007	2,600
2008	2,700
2009	2,800
2010	2,900
2011	3,100
2012	3,500
2013	3,800
2014	4,000
2015	4,500
2016	5,000

Based on this set of data, how much do you predict that it will cost to run a 30-second commercial during the Super Bowl in the year 2020? Explain your reasoning.